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WHAT IS CLAIMED IS:

1 1. A method for generating a digital video stream, comprising:
2 at a media generator, generating intermediate digital content based on data that
3 indicates what content to include in said digital video stream without
4 digitizing an analog video stream;
5 transferring intermediate digital content to an encoder; and
6 at said encoder, encoding said intermediate digital content into said digital video
7 stream.

1 2. The method of claim 1, further comprising the following steps that precede said step
2 of generating intermediate digital content at a media generator:
3 presenting a user with a list of available configuration options;
4 recording a set of user preferences which correspond to said list of available
5 configuration options selected by said user;
6 transferring said set of user preferences to a media generator;

1 3. The method of claim 1, wherein said data that indicates what content to include in
2 said digital video stream includes at least one member selected from the group
3 consisting of: a particular background color, a particular number of objects presented
4 on screen, a particular color of objects presented on screen, a particular shape of
5 objects presented on screen, a particular velocity of objects presented on screen, and a
6 particular sound played during presentation.

1 4. The method of claim 1, wherein said media generator is operatively connected to a
2 local storage, said local storage storing electronic still images or video.

1 5. The method of claim 4, wherein said step of generating intermediate digital content
2 comprises said media generator retrieving digital pictures, video, or sound from said
3 local storage.

1 6. The method of claim 1, wherein said step of generating intermediate digital content
2 includes said media generator generating at least one timestamp on one or more
3 frames, wherein for each of said one or more frames said at least one timestamp
4 indicates at least one member selected from the group consisting of: time said frame
5 is encoded, time said frame is served by a digital video server, and time said frame is
6 displayed by a client.

1 7. The method of claim 1, wherein said step of digitizing said segment of intermediate
2 digital video into said digital video stream includes digitizing according to at least
3 one member selected from the group consisting of: the DVB standard, the ATSC
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the
5 QuickTime standard, and the MPEG-4 standard.

1 8. The method of claim 2, wherein said step of presenting a user with a list of available
2 configuration options is performed by presenting the user with one or more web
3 pages.

1 9. The method of claim 1, wherein said step of transferring said set of user preferences
2 to a media generator is performed over at least one member selected from the group
3 consisting of: the Internet and a proprietary Intranet.

1 10. The method of claim 1, wherein said step of digitizing said segment of intermediate
2 digital video into said digital video stream occurs in real time.

1 11. A computer-readable medium carrying one or more sequences of instructions for
2 presenting dynamic content from a server to a client, wherein execution of the one or
3 more sequences of instructions by one or more processors causes the one or more
4 processors to perform the steps of:
5 at a media generator, generating intermediate digital content based on data that
6 indicates what content to include in said digital video stream without
7 digitizing an analog video stream;
8 transferring intermediate digital content to an encoder; and
9 at said encoder, encoding said intermediate digital content into said digital video
10 stream.

1 12. The computer-readable medium of claim 11, wherein execution of the one or more
2 sequences of instructions by one or more processors causes the one or more
3 processors to perform the following steps that precede said step of generating
4 intermediate digital content at a media generator:
5 presenting a user with a list of available configuration options;
6 recording a set of user preferences which correspond to said list of available
7 configuration options selected by said user;
8 transferring said set of user preferences to a media generator;

1 13. The computer-readable medium of claim 11, wherein said data that indicates what
2 content to include in said digital video stream includes at least one member selected
3 from the group consisting of: a particular background color, a particular number of
4 objects presented on screen, a particular color of objects presented on screen, a
5 particular shape of objects presented on screen, a particular velocity of objects
6 presented on screen, and a particular sound played during presentation.

1 14. The computer-readable medium of claim 11, wherein said media generator is
2 operatively connected to a local storage, said local storage storing electronic still
3 images or video.

1 15. The computer-readable medium of claim 14, wherein said step of generating
2 intermediate digital content comprises said media generator retrieving digital pictures,
3 video, or sound from said local storage.

- 1 16. The computer-readable medium of claim 11, wherein said step of generating
2 intermediate digital content includes said media generator generating at least one
3 timestamp on one or more frames, wherein for each of said one or more frames said
4 at least one timestamp indicates at least one member selected from the group
5 consisting of: time said frame is encoded, time said frame is served by a digital video
6 server, and time said frame is displayed by a client.
- 1 17. The computer-readable medium of claim 11, wherein said step of digitizing said
2 segment of intermediate digital video into said digital video stream includes
3 digitalizing according to at least one member selected from the group consisting of:
4 the DVB standard, the ATSC standard, the MPEG-1 standard, the MPEG-2 standard,
5 the AVI standard, the QuickTime standard, and the MPEG-4 standard.
- 1 18. The computer-readable medium of claim 12, wherein said step of presenting a user
2 with a list of available configuration options is performed by presenting the user with
3 one or more web pages.
- 1 19. The computer-readable medium of claim 11, wherein said step of transferring said set
2 of user preferences to a media generator is performed over at least one member
3 selected from the group consisting of: the Internet and a proprietary Intranet.

1 20. The computer-readable medium of claim 11, wherein said step of digitizing said
2 segment of intermediate digital video into said digital video stream occurs in real
3 time.

1 21. A system for generating digital content, comprising:
2 a media generator means for generating said digital content based upon data
3 indicating how to configure said digital content; and
4 an encoder means for encoding said digital content based upon said data indicating
5 how to configure said digital content, wherein said encoder is operatively
6 connected to said media generator.

1 22. The apparatus of claim 21, further comprising:
2 a configuration manager means for recording said data indicating how to configure
3 said digital content, wherein said configuration manager is operatively
4 connected to said media generator;

1 23. The apparatus of claim 21, wherein said data indicating how to configure said digital
2 content includes at least one member selected from the group consisting of: a
3 particular background color, a particular number of objects presented on screen, a
4 particular color of objects presented on screen, a particular shape of objects presented
5 on screen, a particular velocity of objects presented on screen, and a particular sound
6 played during presentation.

1 24. The apparatus of claim 21, where said media generator means is operatively
2 connected to a local storage, whereby said local storage stores digital pictures, sound,
3 and video, and said media generator means retrieves electronic digital pictures, sound,
4 or video from said local storage in generating said digital content.

1 25. The apparatus of claim 21, wherein said data indicating how to configure said digital
2 content includes said media generator generating at least one timestamp on one or
3 more frames, wherein for each of said one or more frames said at least one timestamp
4 indicates at least one member selected from the group consisting of: time said frame
5 is encoded, time said frame is served by a digital video server, and time said frame is
6 displayed by a client.

1 26. The apparatus of claim 21, wherein said data indicating how to configure said digital
2 content includes said encoding means encoding said digital content according to at
3 least one format selected from the group consisting of: the DVB standard, the ATSC
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the
5 QuickTime standard, and the MPEG-4 standard.

1 27. The apparatus of claim 22, where said configuration manager means records said data
2 indicating how to configure said digital content by presenting a user with one or more
3 web pages.

1 28. The apparatus of claim 21, where said information received from the configuration
2 manager means is transmitted over at least one member from the group consisting of:
3 the Internet and a proprietary network.

1 29. The apparatus of claim 21, where said encoding means operates in real time.